

FDA Commissioner
Jane E. Henney
5600 Fishers Lane
Rockville, Maryland 20857

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Dear Ms. Henney

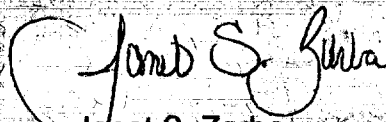
Enclosed is a letter I sent to Post Cereal. It points out the fact that a company the size of Kraft Foods have no regard for the type of product they produce as long as some poor fool out in the public will buy it. Kelloggs sells Rice Krispy Treats as part of a healthy breakfast for children. With so many artificial colors, additives, and chemicals making up the vast majority of cereals (and so many other foods) it's no wonder these companies resist further label requirements. They don't want the public seeing in print what they are really eating.

The consumption of added sugar has jumped 25 percent since 1984, squeezing healthy foods out of the diet. As a member of the Center for Science in the Public Interest and a concerned mother, I urge the FDA to establish a "Daily Reference Value" for added sugar of 40 grams and to REQUIRE labels to disclose how much added sugar a food contains.

It's easier (for them) to stir up the waters and get your agencies looking into supplements. Scare a few well placed folks and the evils of vitamins is so much more fun than the boring business of labels. Think about it. Who gains the most from your important decisions? Kraft Food has a lot to lose as do many other companies.

Thank you for your time and consideration on these matters.

Sincerely,


Janet S. Zarba

99P-2630

C-17

Post Cereal Company
Kraft Foods, Inc.
Box GO-3.5
Tarrytown, NY 10591



To Whom It May Concern:

I have to start this letter by telling you that I am truly amazed and astounded by the people at Post Cereal. I am a well educated mother of 2 living my happy little life doing the car pool, PTA, soccer, dance lesson thing that millions do everyday. I am also trying to make wise nutritional choices for my family. With young children and a waist line I like to see in a bathing suit - the challenges are great. I have watched the "cereal" aisle of my grocery store turn into a mad science experiment before my very eyes. Gone are the days when oatmeal was just oats waiting for water and a stove, when whole grain ingredients topped the list. All I see now are processed/refined ingredients, wild bright "kid friendly" colors, unimaginable ingredients and sugar. SUGAR SUGAR SUGAR AND MORE SUGAR and in case that there isn't enough sugar you've also added corn syrup, honey, and glucose (which are all sugars as far as our bodies are concerned).

Which brings up the amazed and astounded part. Amazed by your greed, with puffed air, refined flour or corn and sugar making up a \$4.00 box of "food" your stock holders must love you. Astounded by your stupidity, are your little mad scientists who come up with your products really that deeply entrenched in the Post world that they've stop reading current information? Maybe a little Biology 101 might help them make better choices. I'm sure I don't need to get into the whole sugar/insulin/chemical imbalance/obesity thing with you - though maybe someone should since you all have obviously forgotten that lesson.

I say this because appearing in my paper this morning was a free sample of your latest wonder product Grape Nut O's. "O's" is right because the first thing I said was - Ooohhh... my god they've figured out a way to mutant even Grape Nuts. Again I am amazed and astounded at the very thought that one of the last remaining unrefined, non sugar coated cereals had finally fallen victim to the mindless notion that as long as a product says "fat free" on the label anything else that goes into it is free game. American will buy it and who cares about the food value of the product. It was enough to send me to the keyboard pounding with anger as this letter spilled out. I have plenty to do and don't usually waste energy chasing big corporations around with sharp tongued notes, but this was something that had to be said.

I truly believe you have lost touch with the nutritional needs of the American public. I'm not saying that some of your products don't sell well or even taste fine, its a question of how far people are willing to let their food get from its

natural source, how much sugar will we continue to pump into the food chain. We feed this (well I don't) to our children, who then struggle in school because they can't pay attention without medication, who are struggling with obesity in record numbers at younger ages, and who are dying of childhood cancers in record numbers. What are you thinking? What are the people who buy this junk and then pretend like its breakfast thinking?

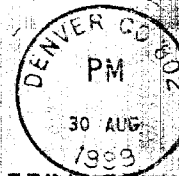
I not only will not be buying your new little treasure, but I won't buy any Post product because I can not support any company that is so completely out of touch with what people need to nourish their whole body.

Eating real food for breakfast,

Janet Zarba
17015 Lamar Drive
Parker, Co 80134

cc: FDA Commissioner Jane E. Henney

Michael Jacobson, Ph.D.
Executive Editor, Nutrition Action



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